

110TH ANNIVERSARY



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Alfa Romeo Celebrates 110th Anniversary

Alfa Romeo's 110-year history, which began on June 24, 1910, in Milan, Italy, is an achievement matched by very few auto-makers. It is an enduring automotive love story, fueled by a passion for design, technological innovation, performance and racing victories worldwide.

Celebrating those 11 illustrious decades means leafing through some of the most important pages in automotive history... and in a very distinctive way. Alfa Romeo's history has never been written in a perfect linear fashion, but in real-life episodes and moments shaped by the names, the visions and the many historic circumstances that transformed Alfa Romeo into the brand that it is today. Below is a summary of some of the key episodes, the vehicles and the people who have made their mark on the brand's history. Inspired by its illustrious past and a set of ingrained brand values – performance, design, technology – Alfa Romeo now moves forward with a vision, energy and commitment that will enhance its legacy for the next 110 years.



Alfa Romeo





The Origins

Alfa Romeo was officially established in Milan, Italy, on June 24, 1910. That year, a group of entrepreneurs and businessmen acquired Società Italiana Automobili Darracq, the Italian branch of the French car maker, and its Portello workshops on the city outskirts, and established A.L.F.A. (Anonima Lombarda Fabbrica Automobili – “Lombard Automobile Factory, Public Company”).



The First Car

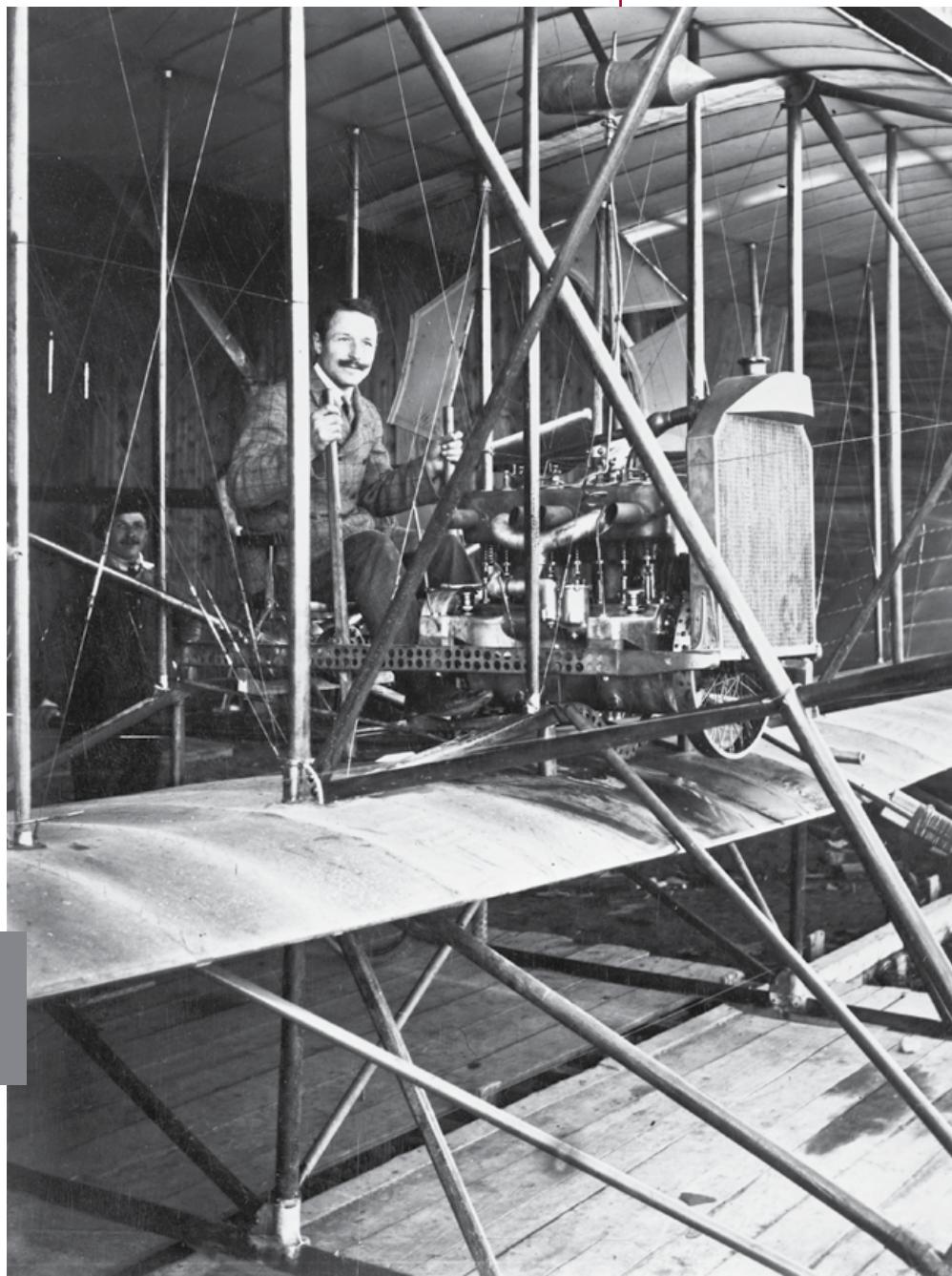
The newly formed company wanted to develop a completely new, original model. To do that, A.L.F.A hired Giuseppe Merosi, a top-class engineer, who specialized in racing engines and worked for some of the most advanced companies at the time, including Edoardo Bianchi. Under Merosi's leadership, the company developed the 24 HP, which today could be described as a sports sedan. The vehicle offered a 4.1-liter engine that delivered 42 hp and reached a maximum speed of 62 mph (100 kph), which at the time was a considerable speed. During the first year a total of 50 units were sold and the vehicle was enrolled in the 1911 Targa Florio competition, where it led for most of the race until an off-road excursion ended its day. At this time endurance races were the venue in which performance and reliability of new vehicles were tested.



Giuseppe Merosi driving the 24 HP model.

A Time for Exploration

The early 20th century was a great time for inventors and entrepreneurs to push the boundaries of cars but also aircraft developments, and A.L.F.A was no exception. While the 24 HP car was being developed, two A.L.F.A. technicians – Antonio Santoni and Nino Franchini – got permission to use a 24 HP engine as a powerplant to a prototype aircraft that was built at the Portello factory. The biplane used a structure made out of bicycle tubes. On September 17, 1910, Nino Franchini took off for the first time from Piazza d'Armi. While the airplane didn't have a commercial future, it proved the reliability and capability of the first A.L.F.A. engine.



Nino Franchini and the "Biplano" (1910).



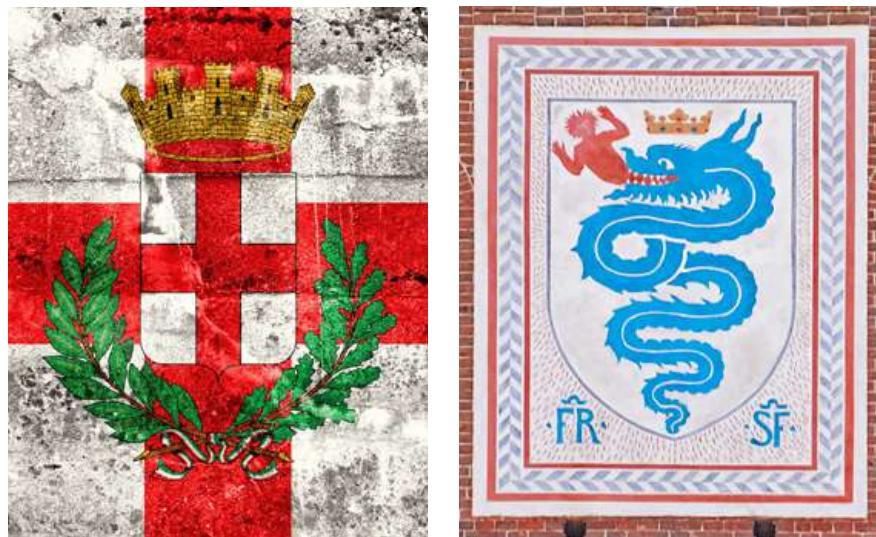
A.L.F.A. 40/60 HP "Aerodinamica"

The exploration on how to improve aerodynamics of the newly created automotive industry also took place. While cars still resembled horse-and-carriage design, a few visionaries started to dream about more extreme and aerodynamic shapes. The 40-60 HP "Aerodinamica" was commissioned by Count Marco Ricotti of Milan and built by Carrozzeria Castagna, based on an Alfa 40-60 HP vehicle. The "Aerodinamica" was built entirely of metal, was completely enclosed and had circular windows. The vehicle achieved a top speed of 86 mph (139 kph).



The Iconic Logo

While vehicle experimentation continued, the idea for the Alfa Romeo logo was born at a tram stop in Milan. Romano Cattaneo, one of A.L.F.A.'s designers, was in Piazza Castello waiting for tram number 14. While looking at the iconic Filarete Tower, Cattaneo's eye was caught by the "Biscione Visconteo," the coat of arms of the Visconti family, which had dominated medieval Milan.



Merosi liked the idea and after developing different versions, the two friends decided that the most convincing one showed the Biscione dragon on one side and the emblem of the City of Milan, a red cross on a white background, on the other.

The new logo combined the two heraldic crests on which was written in gold ALFA above and MILANO below, separated by two Savoy knots, to honor the royal family. This logo was prepared and ready in time for vehicle production. While its basic design remained intact until today, throughout the years it was updated to reflect the most important changes within the brand.





Nicola Romeo (1876-1938) –at center– was an Italian engineer and entrepreneur.

Alfa Meets Romeo

By 1913, the company was producing 200 cars, and the A.L.F.A 24 HP was establishing a reputation of performance, technology and quality. By 1915 the company had 2,500 employees and produced different series of the 24HP, 15 HP and 40/60 HP. However, at the onset of World War I, the banks that owned the company's debt entrusted it a young entrepreneur from Naples named Nicola Romeo.

During World War I the company produced military equipment. The Portello plant was expanded and converted to war production. The plant made engine compressors, ammunition and aircraft engines. Only in 1919, after the war had ended, did car production resume, initially with the assembly of parts in stock, then with the design of new models. It was the beginning of a new era. The Company's name was officially changed to Alfa Romeo and the logo was updated accordingly. The lettering was also modified to make it more linear.



The first Alfa Romeo logo.



RL Targa Florio (1923)

The Post-War I Era

The Alfa Romeo RL, developed by Merosi, started production in 1922, becoming the first Alfa Romeo sport model after World War I. The vehicle had a straight-6 engine with overhead valves. Many versions of the RL were developed – Normale, Turismo, Sport and Super Sport – and the model experienced great international success: one unit was bought by an Indian Maharaja and another was driven by the brother of the Japanese Emperor.

To continue to build the brand, Nicola Romeo was keen to participate in racing. As a result, a race version of the RL was developed. The RL "Corsa", renamed Targa Florio after the 1923 victory, was much lighter than the original model and offered innovations such as double carburetors. The brand also assembled a team of great drivers. The first factory racing team included Ugo Sivocci, Giuseppe Campari, Antonio Ascari and a name that made its mark in the annals of automotive history: Enzo Ferrari.



RL Super Sport (1925)



RL (1922-1927)



Enzo Ferrari at the
Targa Florio 1920
driving the Alfa
Romeo 40-60 HP
Racing Type.



Enzo Ferrari and
Nicola Romeo.

The Quadrifoglio Symbol: More Than Luck

While many stories circulate about the origin of the four-leaf clover (quadrifoglio in Italian) that adorned Alfa Romeo's racing and high-performance models even until today, the true turn of events came in 1923. In view of the XIV edition of the Targa Florio, Alfa Romeo decided not to leave anything to chance: the team prepared a specific "Corsa" (racing) version of the new RL, Giuseppe Merosi's masterpiece. The "three-liter" was made lighter, shorter and more powerful. The best drivers of the time were summoned: Antonio Ascari, Giuseppe Campari, Giulio Masetti, Enzo Ferrari and Ugo Sivocci. The latter two were behind the wheel of a more aggressive version of the car, with a displacement boosted to 3,154 cc and 95 HP.

But having great vehicles and the best drivers to win races are not enough: you also need a bit of luck. With this in mind, added to an ill-concealed superstition, the company decided to paint a lucky charm on the hoods of its cars: a green four-leaf clover.



Vincenzo Florio himself described the legendary race with moving – and at times – incredible words which described a fascinating and still heroic period in motorsports:

“...the crowd’s excitement to see the winner arrive was at the peak of intensity, and right then Ascari’s car appeared among the hills. At the curve of the station in Cerdà, Ascari’s Alfa stopped dead, and together with the mechanic, the driver struggled to rummage in that tangle of contraptions to bring the engine back to life. Some dramatic minutes went by and several mechanics ran to the rescue. Finally, the car started, but cut through the finish line with four more people on board. The racing commissioners did not consider the arrival valid in those conditions, and forced Ascari to go back. Since he was unable to find his own mechanic, he grabbed a spectator who had snuck into the refueling area to look around, threw him into the mechanic’s seat, took off again, went back to the spot where he had stopped, and once again cut through the finish line. But by then some minutes had passed, and Ascari lost his victory because, in the meantime, Sivocci raced in and snatched the first place away from him.”

Ugo Sivocci
driving the
RL TF.



Victory went to Ugo Sivocci, who was immediately followed by his teammate Ascari. Sivocci's car displayed the green four-leaf clover on a white diamond-shaped background. Ascari's quadrifoglio was painted on a triangular background. Masetti's RL came in fourth place. This was a great victory for the brand and transformed the Quadrifoglio into an actual logo distinguishing all Alfa Romeo racing vehicles.



Original
Quadrifoglio
Emblem.



Current
Quadrifoglio
Emblem.

For more images about the early Quadrifoglio models visit:

<http://www.media.fcaemea.com/em-en/gallery/1439>

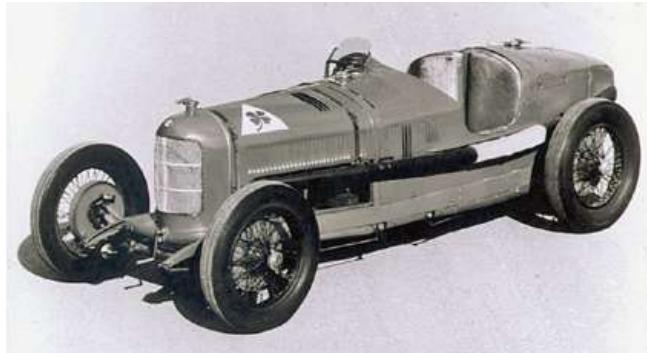
Video: <https://youtu.be/NqrmXNOEQa0>

Early Racing Victories

In the meantime, Romeo had replaced Alfa Chief Engineer Giuseppe Merosi with Vittorio Jano, who joined the company in 1923, partly thanks to the persuasion of young Alfa racing driver Enzo Ferrari. Jano's debut model was the Alfa Romeo Grand Prix Tipo P2, which was powered by Alfa's first straight 8-cylinder supercharged engine with two carburetors placed after the compressor.



Vittorio Jano



GP Tipo P2 (1925-1930)



GP Tipo P2 (1924)



6C 1500 Super Sport (1928)

The Alfa Romeo P2 won the inaugural Automobile World Championship in 1925. The P2 won 14 Grands Prix and major races including the Targa Florio and became one of the iconic Grand Prix cars of the decade. Jano's engineering trademarks were small and efficient engines, balanced weight distribution and lightweight, precise on-road handling. These values remain at the core of today's Alfa Romeo.

The P2 was followed by the Alfa Romeo 6C, in reference to the straight 6-cylinder engine. The 6C 1500 was launched in 1928 followed by the more powerful 6C 1750, which had a top speed of 95 mph (152 kph) and a chassis designed to flex and undulate over uneven surfaces. The 6C won multiple races in 1929, including Grands Prix of Belgium, Spain, Monza and the Mille Miglia. Most of the cars were sold as rolling chassis and bodied by coach-builders such as Zagato and Touring Superleggera. The 6C became an industry milestone in the early '30s, winning races and concours d'elegance alike.



6C 1500 Sport (1928-1929)



6C 1750 (1930)

From 6 to 8

Jano was also responsible for the legendary 8C straight 8-cylinder engine with supercharger. This was the primary racing engine from its introduction in 1931 to its retirement in 1939, and marked with multiple race victories Alfa Romeo's range of road, race and sports cars of the 1930s. The 8C was a true "hypercar," winning the most prestigious races of the time while showcasing state-of-the-art technology and design: it was looking at an 8C 2900 that Henry Ford said, "When I see an Alfa Romeo go by, I tip my hat."

8C 2300 Le Mans (1931)





8C 2300 (1931-1934)



8C 2900 Le Mans (1938)

The "Monoposto" Is Born

Alfa Romeo developed a new straight-8 engine to be used in the world's first genuine single-seat Grand Prix racing car. Engine reliability was undisputed and the names of famous drivers such as Giuseppe Campari, Tazio Nuvolari and Achille Varzi became synonymous with Alfa Romeo, winning many legendary races such as Mille Miglia, Le Mans 24 Hours, Targa Florio and a long list of international Grands Prix. In addition, the valuable technical lessons learned from racing were transferred to standard production models.



8C 2300 Monza



Tipo B - P3 (1932)



Tipo B Aerodinamica (1934)

One vehicle that was quite experimental and certainly captured a lot of attention was the Alfa Romeo Bimotore. Designed by Luigi Bazzi for Scuderia Ferrari, the vehicle used the Alfa Romeo Tipo B as a starting point, and a second 8-cylinder engine was added behind the driver replacing the fuel tank, which was moved to the sides of the body. The vehicle was extremely powerful but difficult to handle. Only two units were produced and while the vehicles didn't achieve racing success, with Tazio Nuvolari behind the wheel the vehicle reached a top speed of 209 mph (337 kph).



Bimotore (1935)



Between Two Wars

The worldwide recession that followed the Wall Street Crash of 1929 had repercussions for Alfa's expansion: the company was taken over in 1933 by the State. Ugo Gobbato was appointed Managing Director. In 1935, the company was militarised and the whole racing team was entrusted to the Scuderia Ferrari. It is from this time that many legendary Alfa Romeo cars came about, including the 6C 2300, 6C 2500, 8C 2300 and 8C 2900. Under Ferrari's management, Alfa Romeo won more races than any other manufacturer in 1934. In 1939 the first stone was laid for the new factory in Pomigliano d'Arco, near Naples, devoted to aeronautical production.

The outbreak of World War II, however, quashed the company's ambitious plans. As with most Italian industries, Alfa converted to war production and its plants were bombed by the Allies. The Portello plant ceased operations entirely following damage sustained on October 20, 1944.



Work resumed the following April after the peace treaty was signed. The 6C 2500 was the first post-war vehicle built by Alfa Romeo and the version Freccia d'Oro (Golden Arrow) was fully developed by an internal Alfa Romeo department. Produced at the Portello plant in 1947, the vehicle featured design cues that would become distinctive milestones such as the union of the central shield with the two lateral air intakes.



6C 2500 Villa d'Este

Rita Hayworth behind the wheel of the 6C 2500 Super Sport.





Alfa Romeo 158

Formula 1 Wins

In 1950, the new Formula 1 World Championship was inaugurated, and for the Tipo 158 – known as “Alfetta” – it meant 11 victories in 11 races, with Giuseppe “Nino” Farina winning the title. The next year Juan Manuel Fangio won the title in the Tipo 159, a 425-hp race car capable of a top speed of 190 mph (306 kph), thanks to the most powerful 1500 engine ever made. These victories cemented Alfa Romeo’s reputation as a force to be reckoned with in the world of racing.

Video: <https://youtu.be/ThZPWwVmxA>



Nino Farina in the Alfa Romeo 158 at the Silverstone Grand Prix (1950).



Tipo 159 Alfetta (1951)



Formula 1 Wins

Despite dominating the circuit, Alfa Romeo needed to concentrate its efforts on re-launching production cars, and decided to withdraw from racing, undefeated. The 1900 made its debut on the market, as the first Alfa Romeo car made on an assembly line and produced without a separate chassis. Introduced at the 1950 Paris Motor Show, it was the first Alfa Romeo offered with left-hand drive and was labelled as “the family sedan that wins races.”



1900 Berlina
(1950-1958)



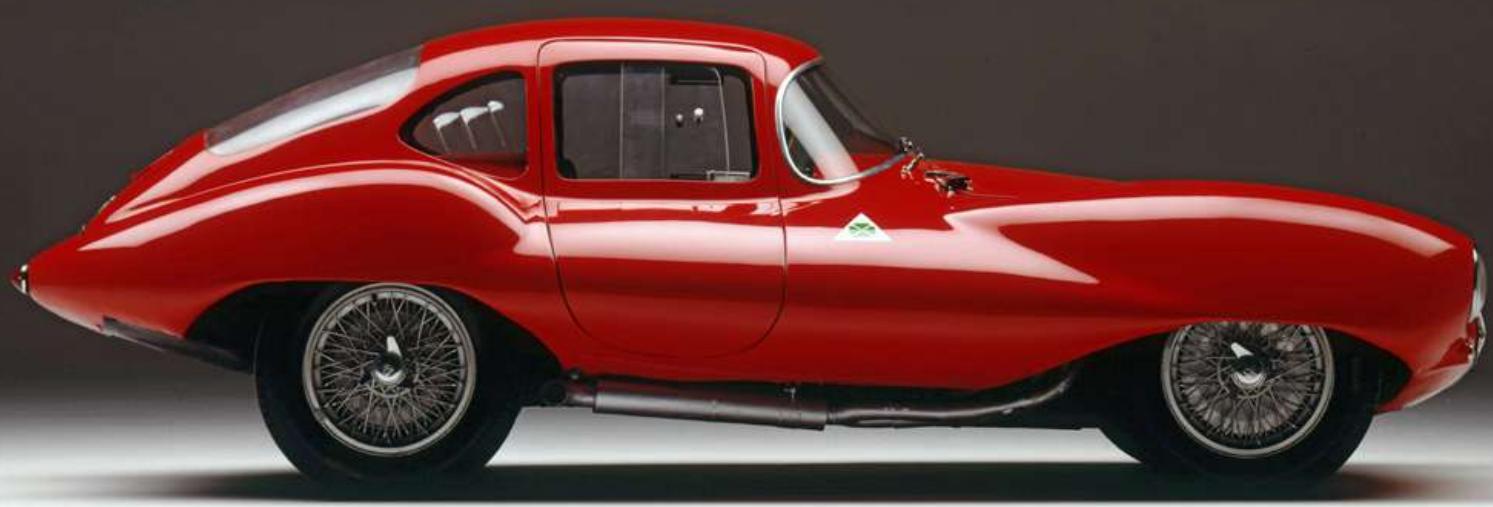
1900 SS (1954)



Alfa Romeo
1900 C52 "Disco
Volante" Coupé
prototype
(1952)

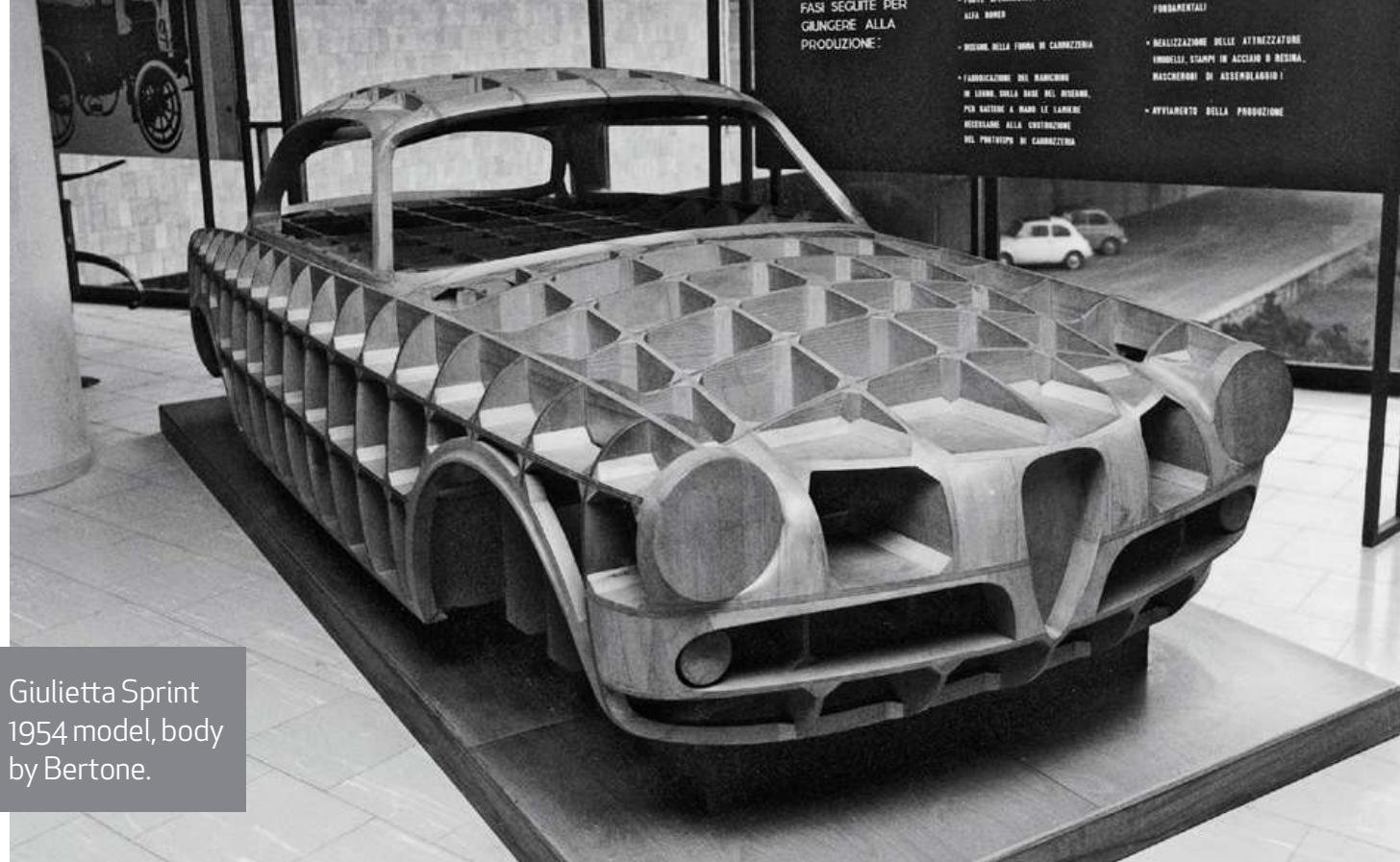
The Expansion

While Alfa Romeo retired from Grand Prix racing, the company developed a series of experimental sports racing cars: The Alfa Romeo 1900 C52 "Disco Volante" (Italian for "Flying Saucer"). The car had a streamlined, wind tunnel-tested bodywork and was capable of reaching a speed of almost 150 mph (241 kph). Three spiders were made in 1952, with a 2-liter all-alloy four-cylinder engine; a year later one was modified into a coupé, and another one into a more conventional-looking spider with 3-liter 6-cylinder engine. Four of the five futuristic looking cars built in total survive today.



Alfa Romeo
1900 C52
"Disco Volante"
Prototype
(1952)





Meanwhile, the company radically changed during the 1950s, transforming itself into a full-scale manufacturer that concentrated on the production of standard cars, industrial vehicles, aircraft and naval engines, and diesel engines for industrial applications.

The Giulietta Sprint was introduced in 1954 at the Turin Motor Show. This car - along with a Spider (1955) and a berlina (1955) - would be crucial, and not only for the history of Alfa: it established new parameters (this was the first mass production car with a twin overhead camshaft engine made entirely of aluminum), and embodied Italy's willingness to emerge from the dark years of the war. Furthermore, it consolidated Alfa Romeo's vocation as a major automaker. The Giulietta Sprint offered performance and handling unknown in the segment and it sold so well that orders had to be suspended just a few days after it was introduced. Also, the lines of the Alfa Romeo Spider become a symbol of Italian-made cars in the '50s.



Giulietta Berlina (1955)



Giulietta Spider (1955)

Imported to the U.S. by a distributor who was keen to offer an open version of the Giulietta in America, Alfa Romeo started exporting cars to the United States in 1961. The Giulietta is one of the icons of the post-war automotive renaissance and of the "Dolce Vita" years: people called it "the Italian sweetheart."

Other Giulietta derivatives were produced during this period, including the Sprint Veloce, the Giulietta Sprint Speciale, the TI and the lighter, faster and race-ready Giulietta SZ.

Giulietta SZ
Coda tronca
(1960)



Giulia: A Star Is Born

Eight years after the success of the Giulietta, Alfa Romeo unveiled the Giulia TI at the Monza Autodrome on June 27, 1962. With a record drag coefficient of 0.34, weighing 2,205 pounds (1,000 kilograms) and packing a 1570 cc engine, Giulia was well-known for its lively handling, acceleration, safety and overall driving dynamics among small European sedans. The sales success of the Giulia prompted Alfa Romeo to expand the shop floor and open a new plant in Arese near Milan. This plant became Alfa Romeo's head office until 1986.



Giulia TI Super





2600 Sprint (1962)



Giulia Berlina (1962-1978)



Giulia 1600 Sprint Speciale
(1963-1965)

At the end of its long career, the Giulia and its multiple derivatives – such as the Sprint GT, the Spider Duetto (1966) and the Super – reached the outstanding goal of one million units produced. The Spider Duetto is arguably the most famous of the models, as it was the iconic sports car driven by Dustin Hoffman in the 1967 Hollywood movie, *The Graduate*. Just 6,325 units of the Spider 1600 were built. The model was replaced by the 1750 Spider Veloce, the Spider 1300 Junior and the 2000 Spider Veloce, manufactured until 1994.



Alfa Spider 1600
(1966-1994)



Autodelta

While expanding production in volume segments, true to its heritage, Alfa Romeo's racing activities continued throughout the decade. In 1961 Autodelta was created and became Alfa Romeo's racing department.

The team was victorious on tracks worldwide with models such as the Giulia TZ – which stands for Tubular Zagato (1963) – and TZ 2 (1965). The models were part of the company's effort to compete in the Grand Turismo category.



Debut of the Giulia TZ in Monza, at the "FISA Cup" 1963, with Lorenzo Bandini.

Giulia TZ2





Giulia Sprint GTA
and Giulia TZ



Giulia Sprint GTA
(1965)

The team also developed the Giulia GTA, "A" standing for "Alleggerita" or lightweight in Italian. With a weight of only 1,642 pounds (745 kilograms), the GTA had aluminum body panels instead of steel, magnesium alloy wheels and clear plastic side windows. The GTA versions were manufactured in either street (Stradale) or pure race (Corsa) trim often tuned by Autodelta.

The Giulia GTA won seven European Championships and multiple international races, becoming one of the most iconic Alfa Romeos ever. For the brand it represented a new paradigm: the everyday car that wins races. The slogan at the time was "Una vittoria al giorno con la macchina di tutti i giorni" (a victory each day with the everyday car).



33 Stradale

In 1967, a new sports-car debuted: The Tipo 33. This was a sports racing prototype fielded by factory-backed teams. During its 10-year career, the Tipo 33 won the World Championships in 1975 and 1977. The Tipo 33 not only won races, it also inspired one of the biggest icons of the Alfa Romeo brand: the 33 Stradale (Italian for "road-going"). Built entirely by hand and with mid-engine configuration, the Stradale was one of the world's first supercars, with a top speed of 162 mph (260 kph). Only 18 vehicles were built, but this small run had a huge impact for the brand. Still today, the 33 Stradale is one of the highest expressions of a mid-engine sports coupé.



The Portello plant, by now incorporated into the growing city of Milan, was insufficient to meet demand. Production was gradually transferred to the new plant located in Arese, in the northwest of Milan. On April 29, 1968, the brand also set the foundation stone for a new plant in Pomigliano d'Arco in Naples, and it also built a prototype test track at Balocco in the Piedmont region.

Alfa Romeo official test drivers – “I magnifici 7” – at the Balocco Proving Ground.



New Segments

Alfa Romeo continued to expand its portfolio in 1971 with the launch of the Alfasud, a quick, compact entry-level car equipped with a number of sophisticated mechanical solutions, including a flat-4 boxer engine with front-wheel drive.



Alfasud (1971)



Production of the Alfetta started in Arese the following year. This sporty sedan with sophisticated mechanicals (front engine, rear-wheel drive, De Dion rear axle and transaxle) was a leader in its segment for many years. The Alfetta GT (1974), GTV (1975), followed by the Alfa 75 (Milano in the U.S.) were the backbone of production at the Arese plant.

Alfetta (1972)





Alfetta GT (1974)

Passion for performance – on the street and at the race-track – continued in the 1970s. Inspired by the Montreal "Expo" prototype unveiled in 1967, the brand launched the production version of the Montreal in 1970. Featuring aggressive lines, a V8 racing-derived engine and great performance, the Montreal was one of the iconic grand tourers of the '70s.

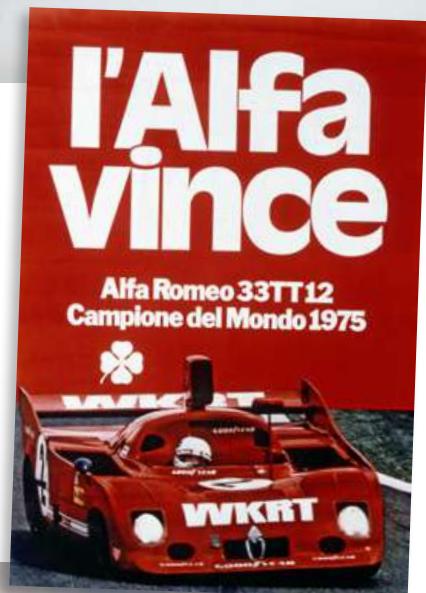
Alfa Romeo Montreal



33 TT 12 (1973-1975)



The brand won two World Championship titles in the Seventies: in 1975 with the 33 TT 12 (Manufacturers' Championship), and in 1977 with the 33 SC 12 (Prototype Championship). Alfa Romeo was also active in Formula One, with the Tipo 179 model and a driver lineup that included Mario Andretti.



Typo 33 SC12 Turbo



33 TT 12 (1973-1975)



Mario Andretti
and the Tipo 179 F1
racing car (1981).



182 T Formula 1 (1982)

A New Company

In 1986 Fiat Group acquired Alfa Romeo, which produced the brand-new 164 four-door sedan (1987). The vehicle was designed by Pininfarina and manufactured at the plant in Arese.



Alfa Romeo 164 (1987)

Based on the Alfa Romeo 156, a front-wheel-drive sedan penned by Walter De'Silva that won European Car of the Year in 1998 and was a commercial success, Alfa Romeo developed the race-ready 156 D2 model. With 310 hp, six-speed sequential gearbox, standard split differential and a weight of 2,150 pounds (975 kilograms), the vehicle captured 13 touring championships in Italy and Europe.



Frankfurt 1997

156 (1997)



Nicola Larini (1998)



Michael Schumacher and Gabriele Tarquini with the Alfa 156 GTA on the Mugello Circuit (2003).

Car of The Year

Another European Car of the Year for the brand was the 147, which was launched at the 2000 Turin Motor Show. Originally presented as a three-door only, it was soon joined by a five-door. In true Alfa Romeo style, sportier versions of the 147 were soon available. With a powerful 3.2-liter V6 engine, the 147 GTA was an immediate success among the "hot hatch" segment.

Alfa 147
GTA (2002)



Alfa 147 GTA CUP (2002)

Maurizio Campani, the winner in Monza during the first race of the European Alfa Challenge reserved for the Alfa 147 GTA Cup (2005).



Alfa GT (2003)

Presented at the Geneva Motor Show in 2003, the Alfa GT was designed by Bertone and was a four-seat coupe, with a style concept reminiscent of the Giulietta Sprint. Another vehicle presented at the Geneva show, first as a concept designed by Giugiaro, was the Alfa Romeo Brera. This vehicle marked the company's return to the 2+2 coupe segment. The vehicle offered a panoramic glazed roof and electronic stability and traction control standard on all versions.





Alfa Brera (2005-2010)





8C Competizione

At the 2003 Frankfurt Motor Show, another icon was born, when the company presented the 8C Competizione. When the production vehicle saw the light of day in 2007, featuring a Ferrari-based 4.7-liter 450-hp V8, this supercar was for collectors and a handful of lucky owners, with only 500 units produced. It was joined by the 8C Spider in 2008, which maintained the same mechanical features and performance as the coupe. The first part of its name refers to the architecture of the eight-cylinder engine that dominated the race circuits in the '30s and '40s. The other section paid homage to the 6C 2500 Competizione Coupe that Fangio drove in 1950s Mille Miglia races. The vehicle boasted a maximum speed of almost 185 mph (300 km/h).



8C Spider (2008)

The Centenary

To celebrate its centenary in the year 2010, the brand revived the Giulietta. The Alfa Romeo Style Centre designed the new Giulietta, a five-door hatchback with an unmistakable Alfa Romeo look, capable of expressing both agility and a high degree of comfort on everyday roads. Using sophisticated suspension solutions, dual-pinion active steering, and state-of-the-art manufacturing technologies, the Giulietta achieved excellent levels of on-board comfort, dynamic features and safety (both active and passive).



Giulietta Collezione (2015)

Giulietta
Sprint (2014)





4C and 4C Spider (2016)



4C's all aluminum 1,750
Turbo Engine with
direct-injection.

In 2015 the highly anticipated 4C mid-engine coupe made its debut, replete with a hand-built carbon fiber/aluminum monocoque structure, a 6-speed dual-clutch transmission and a 1.75-liter turbo 4-cylinder with 237 hp and 258 lb-ft of torque. Weighing roughly 2,400 pounds (1,089 kg), the 4C was capable of accelerating from 0-60 mph in just over 4.0 seconds. A year later, Alfa Romeo introduced the 4C Spider, which delivered the same exhilarating performance as the coupe while adding only 22 pounds of curb weight.





Stelvio and Giulia (2017)

The return of the Giulia in 2016 and the introduction of the Stelvio in 2017 capped off the decade in style. The Giulia, a world-class high-performance sport sedan featuring a standard 2.0-liter 280-hp turbo engine and, more notably, a Quadrifoglio version with a Ferrari-derived 2.9-liter 505-hp twin-turbo V6, won both the 2018 Motor Trend Car of the Year award as well as a spot on the Car and Driver 2018 10 Best Cars list. Riding on the same wheelbase and offering the same powertrains, the Stelvio, named after the famous Stelvio Pass driving road in Italy, followed in the Giulia's footsteps, winning multiple awards and establishing itself as the benchmark among high-performance crossover SUVs.

In 2018, and in partnership with the Sauber F1 Team, Alfa Romeo returned to Formula 1 racing after more than 30 years away from the Sport.



Alfa Romeo Sauber F1 Team (2018)

2020

In its 110th anniversary, the brand continues to move forward in terms of design, performance and technology, with both the Giulia and Stelvio receiving new interiors and Advanced Driver Assist Systems. Inside, each model boasts a standard 8.8-inch infotainment touchscreen; a redesigned center console with improved storage, new gearshift and available wireless phone charging; new steering wheel wrapped in softer leather; and redesigned dials and knobs offering improved feel and feedback. A new Active Driver Assist Package offers level 2 autonomous functions including traffic jam assist, active lane keep assist, traffic sign recognition and drowsy driver detection.



Stelvio Quadrifoglio



Stelvio Quadrifoglio





Giulia Quadrifoglio



To help celebrate its 110-year anniversary, Alfa Romeo in March unveiled the Giulia GTA, a limited-edition high-performance sedan that harkens back to the famous 1965 Giulia Sprint GTA, which dominated sports car racing in its time. For the new model, GTA, which stands for "Gran Turismo Alleggerita" or Gran Touring Lightened, represents weight savings of around 220 pounds (100 kg) as well as an increase of roughly 30 horsepower from the Ferrari-derived twin-turbo 2.9-liter V6. The result is an incredible weight-to-power ratio of just 6.2 lb/hp.



Giulia GTA



Giulia GTA

Limited to 500 units worldwide, the GTA features extensive application of carbon fiber inside and out as well as a race-inspired cockpit replete with Alcantara on the steering wheel, dash, door panels and bucket seats. A more extreme yet still street legal GTAm version (for modified) deletes the inner door panels and rear seats in favor of a roll cage and more aggressive front seats with carbon-fiber shells. With their GTA, lucky owners will also receive a Goodwool car cover, Bell helmet in special GTA livery and Alpinestars racing suit, gloves and shoes.

A Glimpse at The Future

Alfa Romeo looks back only to move forward. Inspired by a unique blend of technology and sensation, and mechanical performance and passion, the brand leverages its groundbreaking Italian design, advanced technology and passionate racing-bred performance to build a vision for the future and explore new segments.



At the 2019 Geneva Motor Show, Alfa Romeo revealed the Tonale concept, signaling a new crossover SUV that will be positioned below the Stelvio. Like the Stelvio, the Tonale gets its name from a famous road – the Tonale Pass – in the Italian Alps. The Tonale concept, penned at Alfa Romeo's Centro Stile in Turin, was shown in Geneva with a plug-in hybrid drivetrain, representing the brand's future in electrification and the premium compact crossover segment. In true Alfa Romeo fashion, the Tonale won multiple awards, including "Best Concept Car Design" by Auto & Design, and "Most Beautiful Show Car 2020" at the 35th Festival Automobile International.



My Favorite Alfa Romeo Cars



By Ralph Gilles
Head of Design, FCA.

Selecting my favorite Alfa Romeos is a most difficult task, as there are so many significant and beautiful models that have graced the world over the last 110 years.

To me there are several Alfas that are more significant than others. I measure this simply by the fact that we still refer to them today, whether it be for design inspiration as we continue to carefully manage its DNA or in conversations with Alfisti and the general community of enthusiasts.

1952 Alfa Romeo Disco Volante

The Disco Volante was only ever a prototype, but, wow, what a beautiful experiment with shapes. Aptly named, as it must have seemed like something from another universe at the time. Its wind-cheating shape is something we take more seriously than ever today as aerodynamics is one of the most important aspects of modern car design. Although I believe in the case of the Disco Volante it was more about provocation than science.



Alfa Romeo Giulia TZ (1964) / TZ2 (1965)

This car truly blurred the line between street car and race car, essentially starting the trend of form following purpose that we still exploit today. The TZ was a tube-framed race car with carefully thought out weight distribution and aerodynamic principles that made it a very successful race car as well as a stunning road car. The TZ could have been a homologation special car as we understand them today. The TZ2, which came only a year later, improved on the design by adding a sunken cockpit. One of the most endearing details of the design is the cut-off rear end that still inspires designers today.





1937 Alfa Romeo 8C 2900

The 8C is an Alfa that has won the most significant concours d'elegance around the world, and it is so beautiful that most owners of other cars at concourses dread its presence. Extremely photogenic, and even better to behold in person, the 8C has helped establish the premium side of Alfa Romeo's DNA.

1963 Alfa Romeo Giulia GT

This car replaced the beautiful and wildly successful Giulietta Sprint. To me and many enthusiasts this body shape, which stayed in production for just over 10 years, left an indelible mark as a favorite accessible Alfa Romeo of all time. Perhaps some of that has to do with the GTA version's dominance as a sports car, beating giants on race tracks around the world, as well as its ability to be an effortless beauty as a luxury grand tourer. I personally love its face, full of character and presence with the Scudetto proudly carried on it. In the end it has a lot to do with its simple but purposeful lines... That timeless shoulder that goes the length of the car still shows up on many modern cars' body sides as does its perfect hood-to-deck-lid proportions.





1967 Alfa Romeo Tipo 33 Stradale

My and many designers' favorite Alfa Romeo design of all time. Considered by many to be the first supercar... essentially a road-going version of the race car. Its design was clearly about performance and its layout was an extreme departure for the times, with an innovative mid-engine configuration and ground-hugging proportions in the search for the lowest center of gravity possible. For my eye it is the beautifully sculpted shapes, which seem to evoke the curves of a woman's body. I also appreciate its very clean design that is not polluted by extraneous holes and vents. A breathtaking sculpture to see in person. It continues to inspire us and its spirit lives on in the modern-day 4C. Perhaps it has inspired many others as most supercars still honor its proportions.

1970 Alfa Romeo Montreal

Although first shown as a concept car at the Montreal Expo in 1967, the production version was faithful to the eye-catching concept, with its semi-concealed head lamps. The designers used those distinctive B-pillar slots to celebrate some of the mid-engine magic that was becoming

the rage in Italian design at the time. But as a feat of packaging the car actually manages to carry a sizeable V8 under the front bonnet. It has become a designer's favorite. If not the prettiest of Alfas, it is certainly one of the most memorable.



2005 Alfa Romeo Brera

I remember seeing this car at the 2002 Geneva Motor Show, thinking, Giorgietto Giugiaro has done it again. The production car, which came three years later, did a fantastic job of carrying the distinct front end and delicious trademark GT shoulder. The car went on to inspire a range of Alfa Romeos as well as establishing a new aggression in the character of the brand's sporty cars.



2013 Alfa Romeo 4C

This car will be a future collectible, if it isn't already. Such an interesting carrier of the Alfa DNA in spirit and in design. The passion of Alfa Romeo engineers shows through in the extreme proportions, the carbon-fiber tub and the obsession with weight savings. The design is provocative, as it stirs the soul like cars costing five times its price. For me it is about the presence of the car – it is impossible to ignore and not want to applaud its very existence.

Viva Alfa Romeo!





Most Significant Performance Cars

By Lorenzo Ardizio
Curator Museo Storico
Alfa Romeo.

GPTipo P2 (1925)

The Tipo P2 won the very first World Championship but it also represents the turning point that creates the brand DNA: light, agile, essential and victorious.



Tipo 158 "Alfetta"

The Alfetta represents the edge of the pre-war Alfa Romeo tradition (twin-cam, transaxle, supercharged) and it opened the age of the modern motorsport, winning two F1 World Championships.



Giulia Sprint GTA

The Alfa Romeo post-war icon: a winning race car with the same technology and design of production cars. The brand is now inclusive.





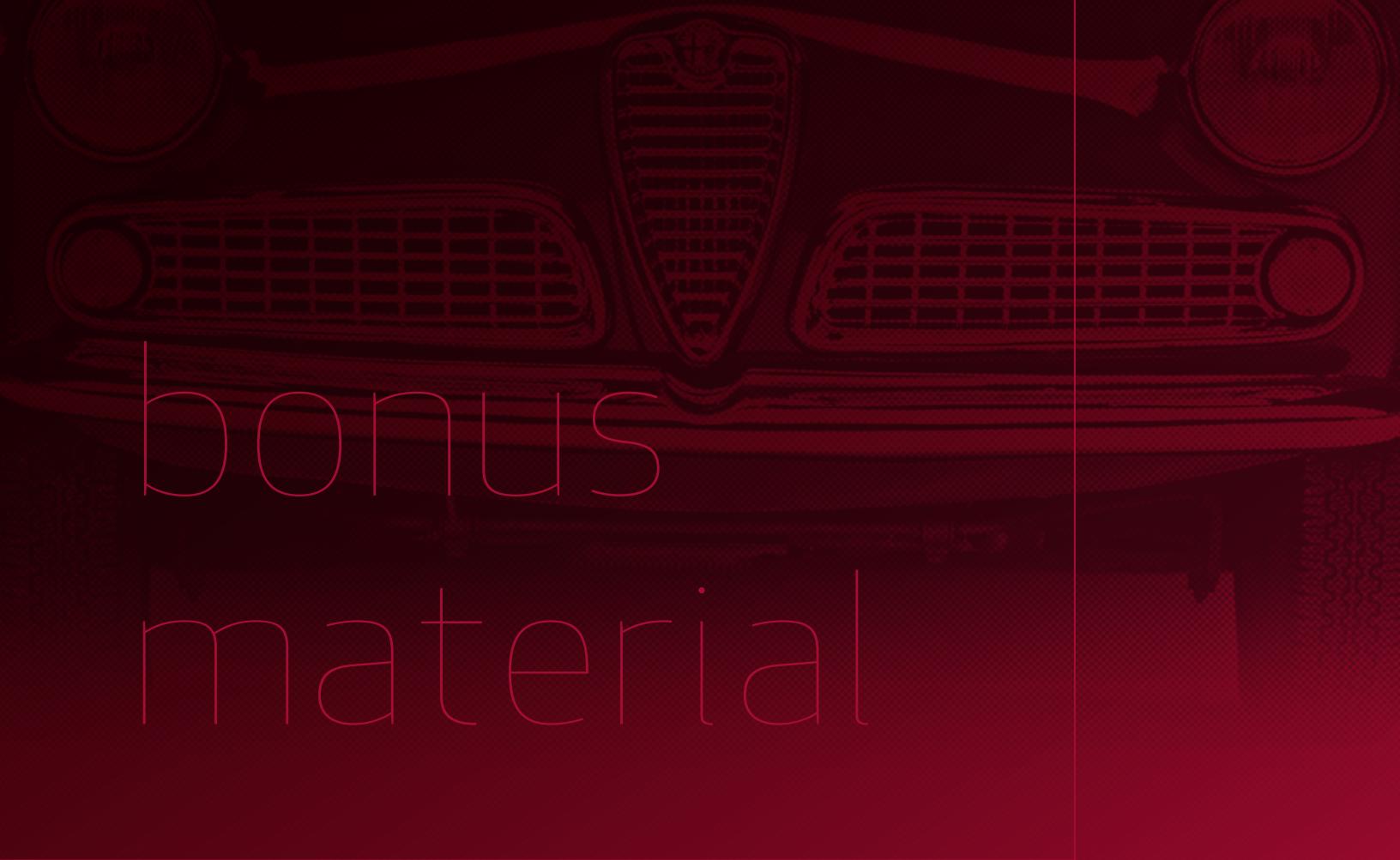
33 Stradale

The closest link between a race car and a road car. But also the manifesto of the "sustaining beauty": its design is a consequence of function and performance.



Giulia Quadrifoglio

It's the synthesis of Alfa Romeo DNA: technology (materials, lightweight, balance), performance, driving pleasure and design. But it's also proud of Alfa Romeo tradition and able to be a protagonist of its age.



bonus

material

69 Logo Evolution

70 Trefoil: A Design Trademark

Logo Evolution



1910-1915

1918-1925

1925-1945



1946-1950

1950-1960

1960-1972



1972-1982

1982-2014

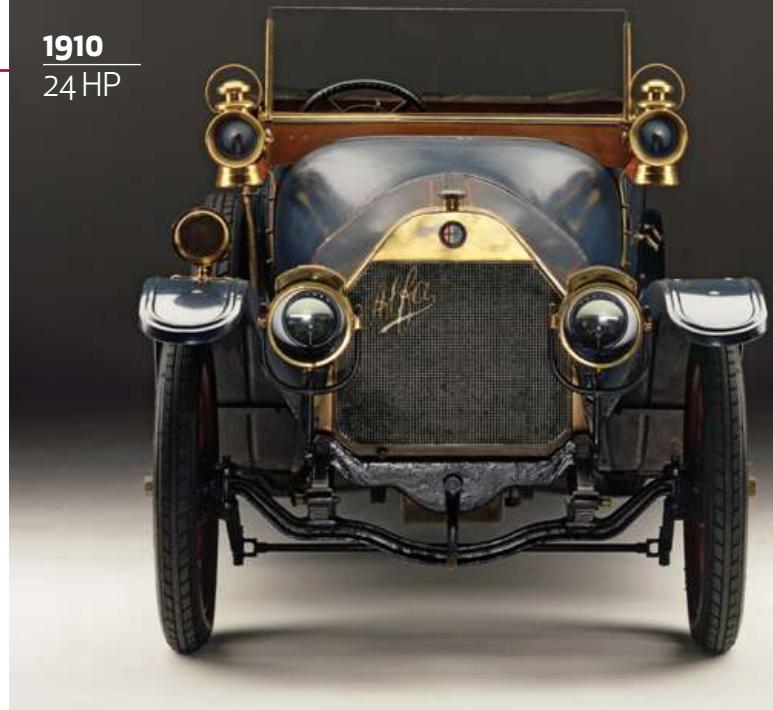
2015-Current



Trefoil: A Design Trademark

Throughout the years, Alfa Romeo vehicles have featured an unmistakable “trefoil face,” or front-end with three key components, that conveys functional design elegant style and dynamism.

1910
24 HP



Initially, from 1910, the front-end of an Alfa Romeo consisted of the radiator flanked by the light clusters. The design of the mechanical parts did not leave much room for style. A more aerodynamic profile along with lettering affixed to the radiator and mesh to keep out gravel were enough to identify the brand and impart emotion.

1929
6C1750 SS





1936
6C 2300B

As the motorcar developed, the wings and bumpers also became part of the front-end. Later, the radiator was taken back inside the body, behind an air intake in the form of a grille that could be modelled by the designer before the engineer. This was the period – in the middle of 1930s – when the Alfa Romeo shield made its first appearance. It was officially adopted as a symbol from the time of the Freccia d'Oro during the post-war years.



1939
6C 2500

The shield, increasingly defined by styling requirements, began to be too small to cool the engine, however. Hence, the appearance of the two side air intakes, giving rise to the distinctive Alfa Romeo "trefoil" that was later to become a distinctive trait of the front end, as it remains today.

1947

6C 2500

Freccia D'Oro



1950

1900



1954

Giulietta Sprint



1962

Giulia



1966

Spider Duetto



In the 1950s the wings became part of the vehicle body and particularly of the load-bearing body. The front-end became a single structure, generally dominated by an air intake - a trefoil in the case of Alfa - with the headlights and bumpers arranged in and around this. In a period that saw standardized bodies, due to the low flexibility of the first European assembly lines, the front grille of the car was the most important element to recognize and identify a brand. Thus, the "scudetto," the shield-shaped grille that was the centerpiece of the trefoil, became the prominent feature of the Alfa Romeo face.

The fashions, trends and tastes of each period epitomized the evolution of the trefoil: sinuous and imposing lines for the 1900, a slimmer look for the Giulietta, aerodynamic and taut for the Giulia.

1972
Alfetta



1987
Alfa 164



Then came the 1970s with the angled, sometimes even square lines that were to dominate until the end of the 1980s.

Trefoil: A Design Trademark

1997
Alfa 156



Lines were smoothed with the 164, but it wasn't until the 156 that there was a real change in direction: the most relevant Alfa Romeo design elements were re-imagined in a modern and futuristic way. The shield made a comeback as the focus of the front end, headlights with profiled exteriors housed rounded lenses and the trefoil became the stylistic feature from which all the car lines stemmed. In more recent generations, the importance of the trefoil and Alfa Romeo's traditional design features have become more evident, as the shield has grown larger and more imposing and become the starting point for a V-shaped hood.

2003
8C Competizione



Trefoil : A Design Trademark



2019

Giulia
Quadrifoglio

The “face” lineage of today’s Alfa Romeo models can be traced back in time to the unique design and functional origins of the Trefoil.

2018

Stelvio
Quadrifoglio





Alfa Romeo

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